

SHORES & ISLANDS OHIO
Economic Impact of Tourism 2021

Source: Tourism Economics 2021 Ohio Visitor Economy Report

Total Tourism Sales

\$2,234,800,000 Erie County

+ \$453,200,000 Ottawa County

\$2,688,000,000 Shores & Islands Ohio total - **17% increase since 2019**

Direct Tourism Sales

\$1,300,500,000 Erie County

+ \$262,800,000 Ottawa County

\$1,563,300,000 Shores & Islands Ohio total

Tourism Sales by Sector

Retail \$503,000,000 **19%**

Transportation* \$355,000,000 **13%**

Lodging \$329,700,000 **12%**

Recreation & Entertainment \$278,800,000 **10%**

Food & Beverage \$291,600,000 **9%**

Other/Services \$929,900,000 **37%**

*Transportation includes public transit, taxi, parking, rentals, gas

Tourism Employment

11,047 Erie County

+ 2,961 Ottawa County

14,008 tourism jobs

1 in every 7 jobs in Ottawa County and 1 in every 4 jobs in Erie County

Tourism Wages

\$313,900,000 Erie County

+ \$80,900,000 Ottawa County

\$394,800,000

Total Taxes Generated by Tourism

\$293,500,000 Erie County

+ \$59,700,000 Ottawa County

\$353,200,000

State Taxes Generated by Tourism in S&IO

\$81,000,000 Erie County

+ \$16,700,000 Ottawa County

\$97,700,000

Local Taxes Generated by Tourism in S&IO

\$67,700,000 Erie County

\$13,000,000 Ottawa County

State and Local Tax Savings* per Household

\$4,749 Erie County

\$1,629 Ottawa County

*Each household in the county would need to be taxed an additional \$4,749 (Erie) and \$1,629 (Ottawa) to replace the visitor-generated taxes received by state and local governments in 2021.

Number of Visits (Trips) to Shores & Islands Ohio in 2021 = 12 Million

Formula based on direct tourism sales divided by the average per trip spend of \$115/person for a day trip and \$343/person for overnight trips. Visits to Ohio in 2021 were tracked as 82% day and 18% overnight.

Overnight visits increased 6% over 2019 and day visits increased by 10%

Top Market Areas Requesting Information from S&IO

1. Cleveland-Akron
2. Columbus
3. Cincinnati
4. Pittsburgh
5. Toledo